



# DOWNTOWN NEWS

A Report on Recent and Upcoming Downtown Happenings

Main Street Program - July 2015

## Planning Consultants Ask for Public Input at Two Local Events

### 'Livable Centers' Planning Team Receives Input at 'Better Block' event and Breakfast

A team of land use planning consultants commissioned by the Houston-Galveston Area Council have held two community meetings to collect input from the public about the Livable Centers Study. This Study will propose a vision for improvements and redevelopment in the downtown Rosenberg area and in a broader planning area both east and west of downtown Rosenberg along Avenues H and I. The first of these community meetings was a 'Better Block' open house that was held along Avenue G between 2nd and 3rd Streets on Saturday, June 20th, and the second meeting was a Downtown Improvement Breakfast that was held at Another Time Soda Fountain on Friday morning, June 26th. The consultants are expected to use the input they received at these meetings in the development of their final report, and to release that report in early July 2015.



A planning team led by **Mandi Chapa and Christof Spieler** collected input from the public at two recent community meetings

## 1st Saturday Arts Reception

In order to avoid a conflict with the 4th of July holiday, this month's first Saturday Arts Reception will actually be held on the second Saturday of July. It will be held on Saturday, July 11th, from 5:00 to 7:00 PM at the Vogelsang Heritage Hall at 1903 Avenue G. This month, the reception will feature artwork from S. Gary Frisk, Joachim Fuchs, and Ed Meanly, and it will also feature beverages and snacks and live music by guitarist Rob Clark. Admission is free. So please come see one of the positive arts events that show why downtown Rosenberg has been designated as a Texas State Cultural Arts District.

### Coming up in July

**Throughout July** - Cast Theatrical will teach young people about theater at 'Stage Coach Theater Camp'. For info call (281) 245-5075

**July 4th, 11th & 19th** - Live music at BR Vino.. **July 8th:** Bingo Night

**July 9th at 8:30 AM** - Free class on retail merchandising & window display design by TMSP Design Specialists Sarah Blankenship & Marie Oehlerking

**July 23rd from 5-8PM**—'Ladies Night Out' in downtown Rosenberg. Shopping, dining, snacks & bev's inside shops, and a scavenger hunt with way cool prizes.

## Main Street Promotion Committee Works on Co-op Ad's, Promotional Videos, and Events

The Promotion Committee met on June 8th and discussed several of the marketing and promotional initiatives they now have underway. They discussed several upcoming promotional events and how they might be able to support those activities. Also, they discussed how several recent events have been advertised and promoted on Facebook. In addition, they discussed several co-op' advertising plans in various stages of development. These co-op' advertising ideas included plans for sharing the costs of advertisements in print media, radio, TV and on a smart phone app'. Also, the group discussed the recently completed 1st Saturday Arts Reception that was held on June 6th, and they discussed the ongoing production of 30-second video spots for downtown merchants. Finally, they discussed the need for funding to support a seasonal concert series and to support a program of promotional billboards to encourage people to visit downtown Rosenberg.

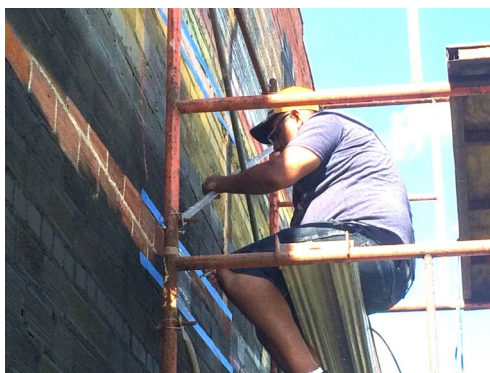


## Design Committee Discusses Downtown Beautification

The Main Street Design Committee met on June 9th, and discussed numerous beautification and enhancement initiatives. First, they discussed how Rosenberg City staff were working to identify possible funding sources for improvements to downtown landscaping. Also, they discussed two matching grant programs to incentivize building façade improvements and beautifications, and Chairperson Marcia Vogelsang stated her intent to ask the full Main Street Advisory Board to forward these proposed programs to the Rosenberg City Council. The group also had a follow up discussion on Preservation Month activities, and they discussed the two upcoming Livable Centers Study community meetings that will be held on June 20th and 26th. Finally, the Committee discussed the Murals in the Park initiative, and they discussed possible upgrades to the alley between the Reese Building and the Vogelsang Building. Main Street Manager Dan Kelleher reported that the Texas Main Street Design Services Office was now working on a free design report on these proposed alley improvements.



The Livable Centers Study Consultants held an open house to collect public input on June 20th



Paul Sanchez was spotted recently working on his 'locomotive' mural at 3rd Street Park



## Merchants Meet to Plan for Ladies Night Out Promotion

Several local merchants met on June 25th to plan for a 'Ladies Night out' Promotional event. The group decided to hold the first such promotion on July 23rd and to include a scavenger hunt with cool prizes for winners. For more information call Marissa Shasteen at (832) 945-5310



## Economic Restructuring Committee Considers Business Training & Support

The Main Street Economic Restructuring Committee met on June 10th, and discussed several issues including how they might help one particular struggling merchant, and how they could also provide more general business training and support to other downtown businesses. A representative from the Small Business Development Center (SBDC), Marco Ruiz, was present at this discussion, and he agreed to meet separately to help identify sources of funding that might enable the merchant to restructure her financing. The Committee also discussed merchant training. Mr. Ruiz agreed to speak at an upcoming Business Improvement Breakfast to discuss the many types of small business support and training that are available to downtown merchants. He is presently scheduled to give this presentation at the Business Improvement Breakfast on Thursday, August 27th at 8:00



Left to right, Jeremy Heath, Marco Ruiz & Janice Vyoral at the committee



Sarah Blankenship



Marie Oehlerking

## Texas Main Street Program Design Specialists to Offer Free Training

Texas Main Street Program (TMSP) Senior Designer, Sarah Blankenship and Project Design Assistant Marie Oehlerking will be in Rosenberg to present a free merchant training class on the topic: 'How to Use Sound Design Principles to Get the Most out of your Window and Merchandising Displays'. The class will be held on Thursday, July 9th from 8:30-10:00 AM in the Vogelsang Heritage Hall at 1903 Avenue H. Please attend this helpful training, and let others know about it too.

## Organization Committee Works on Planning for Events & Meetings

The Organization Committee met on June 11<sup>th</sup> and discussed some residual activities left over from the observance of Preservation Month. They also discussed several upcoming events including the Better Block Open House that was staged along Avenue G on June 20<sup>th</sup>, and the Better Block presentation at the Downtown Improvement Breakfast on June 26. Discussion also included upcoming Main Street training opportunities, and planning ahead for the Trunk-or-Treat event in October. The group also started a discussion about what types of activities and events should and should not be supported by the Main Street program.



Preservation Month: The winning entries in the recent Architectural Appreciation Photography Contest are still on display at the Fort Bend County Museum

Special thanks to Museum Management for supporting this Preservation Month activity

### Rosenberg Main Street Program

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